

CERTIFICATE OF TRANSMISSION

I hereby certify that this paper and every paper referred to therein as being facsimile transmitted to (703) 872-9314: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. ✓

Dated: January 22, 2004 (Date of Deposit)

EDMOND A. DEFRANK

By

Signature

PATENT APPLICATION
Attorney Docket No: 10002991-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: J. Young

For: **METHOD AND APPARATUS TO MAXIMIZE
ADVERTISING REVENUE**

AMENDMENT

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated October 23, 2003, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

Patricia Lewis
#8167
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THE LAW OFFICES OF
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INTELLECTUAL PROPERTY
LAW INCLUDING PATENTS,
TRADEMARKS AND COPYRIGHTS

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TO: USPTO/ Examiner J. Young, Group 3622

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FROM: Edmond A. DeFrank

DATE: February 12, 2004

RE: **RESPONSE UNDER 37 CFR 1.111**
Serial No. 09/738,199
Our Docket No. 10002991-1
Entitled: **METHOD AND APPARATUS TO MAXIMIZE
ADVERTISING REVENUE**
Filed: December 15, 2000
By: Daniel C. Castle

Pages: 11 (NOT including cover sheet)

PER DISCUSSION WITH EXAMINER, PLEASE SEND TO HIM UPON RECEIPT.

Please find attached a response under 37 CFR 1.111 for the above matter.
Also attached is a Transmittal Letter.

Thank you.



Edmond A. DeFrank

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10002991-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Daniel C. Castle

Confirmation No.: 1135

Application No.: 09/738,199

Examiner: J. Young

Filing Date: Dec. 15, 2000

Group Art Unit: 3622

Title: METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment () Petition to extend time to respond
() New fee as calculated below () Supplemental Declaration
(X) No additional fee (Address envelope to "Mail Stop Non-Fee Amendment")
() Other: (fee \$)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	31	MINUS	37	= 0	X \$18	\$ 0
INDEP. CLAIMS	6	MINUS	6	= 0	X \$86	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$290	\$ 0
EXTENSION FEE	1ST MONTH \$110.00	2ND MONTH \$420.00	3RD MONTH \$950.00	4TH MONTH \$1480.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Daniel C. Castle

(X) I hereby certify that this paper is being transmitted
to the Patent and Trademark Office facsimile
number (703) 872-9314 on Jan. 22, 2004
Number of pages: 11

Typed Name: Edmond A. DeFrank

Signature: Edmond A. DeFrankBy Edmond A. DeFrank

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg. No. 37,814

Date: Jan. 22, 2004

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